

VTF 2006

VIA Technology Forum

The UMPC (Origami) A view of things to Come

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A woman with long dark hair, eyes closed, holding a crystal ball. The crystal ball is split horizontally, with a smooth, reflective top half and a textured, grey, rocky bottom half. The image is framed by a large, stylized circular graphic on the right side of the slide.

*Embracing
Digital Intelligence*

Agenda

- **History: The Creation of the UMPC**
- **What is the UMPC?**
- **Defining the Market Opportunity**
- **Building on Success**
- **Learning from Mistakes**
- **UMPC Hardware Targets**
- **Defining the Bigger Opportunity**
- **Losing the UMPC Name and Marketing**
- **Evolution: What Comes Next**

History: The Creation of the UMPC

- **1997: Creation of Modular PC**
 - IBM/Xybernaut – Mobile Core
 - All Things to All People
- **2002 Microsoft Mira (Smart Display)**
 - Mobile Thin Client
 - Expensive (\$1,000)
- **2004 OQO**
 - Capable
 - Expensive, Slow
- **2004 Portable Media Center**
 - Content Constrained lacked Gaming



What is the UMPC?

- **Blend of:**

- Communications (Smart Phone)
 - eMail, Instant Messaging, VOIP
- Entertainment
 - Casual Gaming
 - Media Consumption (movies/Casual Games/Music/TV)
- Personal Media
 - Pictures, Movies
- Web 2.0
 - Services



Defining the Market Opportunity

- **Mobile:**

- 98M Smart Phones Forecast for 2006 (Yankee)
- Average replacement 25.1 Months

- **Media**

- 13M PC TVs sold in 2005
- Projected 37M – 53M IPTV users by 2009
- 60M Mobile Game Users in Europe/US
- Video Site Traffic 02/06:
 - MSN 9M, YouTube 9M, Google 6M, iFilm 4M, Yahoo 4M
- 14M iPods Sold in 4th Quarter 2005

Building on Success

- **Walkman**
 - Simple and Focused
 - Easy to Use
- **Palm Pilot**
 - Simple and Focused (PDA)
 - Sync
- **iPod**
 - Simple and Focused
 - Design – Marketing – Sampling/Advocacy
- **RAZR**
 - Design
 - Marketing



Building on Success - Flybook

- Built in Cell Phone
- Personalized (Color)
- Price Range \$1,800 to \$10K
- Sampling
- Advocacy
- Focused on UI
 - Not Generic Microsoft



Learning from Mistakes

- **Modular PC**
- **Mira**
- **PMC**
- **Early MP3 Players**

UMPC Hardware Targets

Easy Focused UI

Under \$1,000

Customized

Good Sync

Keyboard

Strong Accessories

WAN Wireless



Edgy Design

Strong Video

Hybrid or Flash Drive

Strong Audio

4 hour Battery Life
Replaceable Battery

Defining the Bigger Opportunity Think Accessories



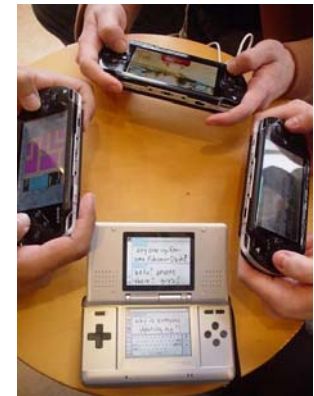
PMC



Smart Phone



Tablet PC



Game System

Losing the UMPC Name and Marketing

- **Market Doesn't want:**
 - Mini-PC
 - Every Feature under the Sun
 - Complexity, Excess Cost, Problems
- **Market is Looking for:**
 - A New Experience
 - A way to consume media on the Road
 - Pride and Exclusivity
 - Something Amazing (iPod, RAZR etc.)

Evolution: What Comes Next

